



2021 Collingwood Football Club Board Election

Candidate Profiles

There are ELEVEN (11) candidates for FOUR (4) positions. The order of candidates as they appear on this ballot paper has been determined by lot by the Independent Returning Officer.

* Indicates current Board Member standing for re-election.

^ indicates candidate seeking election as Ordinary Member in accordance with Rule 25(b) of the Memorandum and Articles Of Association of Collingwood Football Club Limited.



Jeffrey Browne

First and foremost, I am fanatical about Collingwood. I played for the Collingwood under 19's. It's in my blood.

The highlights of my career are:

- I was the external lawyer for the AFL for 22 years and created the competition agreements for all Clubs, the racial vilification policy, the players' collective bargaining agreements, media rights agreements and rules for the Salary Cap and National Draft.
- Made Life Member of the AFL for services to the Game.
- Managing Director of the Nine Network; responsible for all aspects of running the network.
- Chairman of Holden Special Vehicles (now Walkinshaw Automotive Group).
- Chairman of ASX listed companies Carsales.com and, presently, investment bank MA Financial Group.

Winning is important. I seek excellence for our Club in every way. I believe this background can bring to our Club not only winning business strategies and good governance, but also a deep understanding of the AFL system and sports culture generally.

I strongly encourage the election of Renee Roberts, Barry Carp and Christine Holgate who, together with myself and the other continuing board members, provide the right mix of passion, skills and diversity necessary to maximise our prospects for success.

Collingwood Forever.



Sal Perna

I was born and bred in Collingwood, a life-long supporter and a proud 20-year Legends Member. I've had an extensive professional career in integrity roles. This includes 20 years in policing, with two appointments in the Homicide Squad, four commendations and achieving Commissioned Officer rank. My corporate experience was leading teams at Australia Post and Telstra and then starting my own consultancy business, advising major organisations on leadership, business planning, investigations and security risk management. In 2010 I was appointed as Victoria's first Racing Integrity Commissioner, overseeing the three racing codes responsible for the multi billion-dollar racing industry. I was re-appointed to this role four times and stepped down in March 2021.

I am a Board Director of the International Tennis Integrity Agency and Board Member of the National Basketball League Advisory Board.

I am a Graduate of the Australian Institute of Company Directors, a Fellow of the Australian Institute of Managers and Leaders and was awarded a Member of the Order of Australia (AM) in the 2019 Queen's Birthday Honours.

I'm passionate about Collingwood and would bring a Member's perspective, along with independence, extensive integrity and governance experience, and a 'fresh set of eyes' to the Board.



Barry Carp

As a lifelong passionate Pies supporter, I grew up sitting behind the goals in the Sherrin stand at Victoria Park right above the 'Daicos pocket'. My duffel coat had the Number 9 of Fabulous Phil Carman. Those 40+ years of Sherrin stand friendships continue to this day in the Ponsford stand at the MCG.

Although my qualifications are in Law and Finance, I have spent the last twenty-five years building my own business in River Capital. The journey has resulted in a business with an uncompromising commitment to investor and community success.

One of the benefits of getting older is that it allows us to impart our skills and offer guidance to young talent. I have mentored many of the current and past player groups at our Club and continue to offer support to our players and Collingwood people for life – on and off the field.

There are a number of important challenges looming for our Club, both on and off the field. With Jeff Browne, Renee Roberts and Christine Holgate, I will bring my experience and independence to make sure that Collingwood always sets the highest standards when engaging with its members on matters of finance and governance.



Amanda Cameron

My name is Amanda Cameron, I have been a Collingwood supporter all my life, my father supported Collingwood and my family does as well. I am a passionate member and have been for 17 years.

I have extensive experience at a senior executive level in public healthcare, this has enabled me to develop skills in good governance, risk and financial management and leadership. The values of respect equity and accountability are demonstrated in my work as well as all aspects of my life. I believe that I can bring a different perspective to the board of Collingwood, one that represents the members point of view.



Sean Callanan

I am a long-time Collingwood supporter and Club 5 member since 2010. You'll find me in the Ponsford stand cheering on the Pies or at Vic Park supporting AFLW & VFL teams. My great-grandfather played for the Pies in the early 1900s, my blood runs black & white.

I have been lucky enough to work with Collingwood on digital initiatives via my consulting business Sports Geek, helping the Pies establish a strong digital presence across social media. I have worked with leagues and teams in Australia and USA on digital fan engagement projects. I look forward to bringing that strength in connecting fans via digital to the Collingwood board.

I want to see Collingwood grow and deepen ties with all Pies fans. My focus will be to help the board and the club reconnect with fans who feel disconnected and not heard, especially over the past two COVID-affected years.

Collingwood's fan base is unlike any other globally and the future of Collingwood excites me..

You can contact me on email via sean@seancallanan.com or phone 0407 047 200



Renee Roberts

I have loved the CFC forever. Memories of travelling to games at Victoria Park as a young girl bring great pleasure. Being there after the 1990 grand final remains one of the best nights of my life. Since then, I married a Collingwood supporter and get to as many games as possible. Serving this wonderful club, members, supporters, staff and players would be an honour and privilege.

I bring significant leadership and governance expertise from a successful career in the financial sector. Others tell me I am authentic, humble, get things done, am a team player, and tell it like it is. My specialisations are leadership, strategic and operational transformation, finance, and risk management. My professional passions are inclusion and creating cultures that amplify the strengths of people, enabling team based, high performance. I believe we need to unify this club, support the staff and athletes to do their job, and move towards our objective of ultimate success for all our teams.

I strongly encourage the election of Jeff Browne, Barry Carp and Christine Holgate who together with myself and the other board members, provide the right mix of passion, skills, and diversity necessary to maximise our prospects for success.



Colin Moorhead

I'm offering myself as a candidate for this board election as a long time Legends Member and a person who has demonstrable skills and experience at executive and board level. I also bring perspectives gained from spending 20+ years living and working in rural, remote and international communities.

Apart from being a father of four, I am a Graduate of The Australian Institute of Company Directors (GAICD) and have successfully completed the Advanced Management Program at Harvard Business School in Boston USA. I am a current non-executive director of several ASX listed companies and am a former chair and past president of a significant member based not-for-profit organisation. I am independent and have no prior agenda other than to help in a positive way.

I believe that the truly successful clubs have something in common – a very authentic footy culture. To me that's an inclusive organisation where everyone is safe and welcome, the footy is fiercely competitive, but always respectful, and the club knows and plays its role well in the community. The role of the board is to position the club for true success, and if elected I will look at all decisions through that lens. Go Pies!



Christine Holgate*

I offer our members a strong, diverse, leader. I am the Chief Executive Officer (CEO) of Toll Global Express, a \$3bn logistics organisation. Previously I led the transformation of Australia Post and for nine years I led the Blackmores Group's significant expansion across Asia. I am the Co-Chair of the Ministerial Advisory Council for Trade, overseeing Australia's trade strategy and I have lived and worked in many different countries. I have sat on several publicly listed and private boards, covering financial-services, media, logistics, telecommunications and charities, underpinning my governance, risk and compliance experience.

I grew up in a diverse sporting family and understand the culture of sporting clubs and their importance in society.

I became a Collingwood member and a passionate fan in 2003, after moving to Australia. I fell in love with Collingwood's determination to win, their 'side by side' camaraderie, combined with a deep commitment to community and helping those less fortunate than ourselves.

I am seeking re-election, as I believe my strong leadership experience, coupled with my commitment to community and most importantly my passion for Collingwood, I can continue to serve our members well and help make Collingwood even stronger for many generations to come.



Neil Wilson*^

I have enjoyed 30 years of involvement in digital and technology businesses and have been a CEO of start-up, private and public companies. In parallel, I have pursued my passion of thoroughbred horse racing and the Collingwood Football Club (CFC) following my early years growing up in Country Victoria and engaging with local racetracks and football clubs.

I am currently the Chairman of the VRC and was VRC CEO from 2017 to 2020. I currently sit on several technology and media business boards.

My passion for Collingwood stems from a long and continuing family tradition. From the early years listening to games in Country Victoria, to watching games at Victoria Park, to enjoying Grand Final victories at the MCG - Collingwood has been a true constant, and a very important part of my whole life.

I am privileged and honoured to represent the members on the CFC board (appointed April 2021) and I will continue to bring my passion, and business and sporting club experience to the Club to ensure that we are considered the best we can be by the whole Magpie community - players in all teams, employees, partners, and most of all, the members of the CFC. Go Pies.



Mark Febbraio

I am a lifelong Collingwood supporter and Legends Member (15 years). Upon completing my first degree in Exercise Science, I was a professional triathlete, competing on the international circuit, including the Hawaii Ironman World Championships. I returned to academia to complete my PhD and have become a highly successful, world-renown medical researcher, entrepreneur and academic. Currently, I hold a university academic appointment and I am the Founder and Head of the Scientific Advisory Board of a biotechnology company. I have won multiple prestigious research prizes including the Eureka Science Prize, Australia's top Science Award, the GlaxoSmithKlyne Award for Research Excellence and The UK Endocrinology Society International Medal. I firmly believe that my background, both in elite sport and evidence-based medical research, has much to offer the Collingwood Football Club. Specifically, the areas of Medical and Training Services is an area where improvement is warranted and an area where I can provide a point of difference. I understand the value of community as the lifeblood of the Collingwood Football Club. As a club, we can do more for members especially given the loyalty of the membership in the Covid-19 era. I ask for your vote in the upcoming Board election.



Chris Macdonald

Dear Magpie Army,

My name is Chris, I'm 33 from Melbourne's inner north west. I've been a Collingwood Football Club supporter since birth, a member for 19 years and a Legends Member for 10 years. Like many of us I come from a strong Magpies family so far stretching 5 generations.

Academically I've completed both a Bachelor of Business in Management (Victoria University) and more recently a Master of Business Administration with Distinction (RMIT). Working professionally as Area Manager in automotive I work with many businesses, suppliers and customers and I believe much of this experience can be applied to club operations.

Why go on the board you may ask? Well I'm keen to support the club through ongoing change for the better as a voice from us as members. Acknowledging that we've had a very challenging couple of years both on and off the field I'd love the Collingwood Football Club to get back on track to the club we know and love, one that looks after the community, has fresh ideas and most importantly no matter what stands SIDE BY SIDE.

'Floreat Pica'

Chris Macdonald
Member 186143
M: 0425 710 860
